

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Serge Attias

DATE: June 17, 1992

FROM: Nancy Parmet

SUBJECT: PARLIAMENT 4TH QUARTER FSI
CREATIVE BRIEF

Nancy

*Circ.
6,145,000*

OVERVIEW

On November 22, Parliament will field an FSI in all Region 1 markets, offering consumers two carton coupons. These coupons will be time-dated to stimulate quick purchase. The value of these coupons has not been determined. We would like the Agency's recommendation on coupon values and expiration dates, given the objectives outlined below as well as current marketplace dynamics.

TARGET AUDIENCE

1. Current Parliament 100's smokers
2. Smokers of competitive low tar 100's brands

These consumers skew female, +35 years, Nielsen A county, and upper income/education. They tend to be vulnerable to price value brands.

OBJECTIVES

1. To encourage brand loyalty among Parliament 100's smokers.
2. To encourage brand trial and re-purchase among competitive smokers.

CREATIVE GUIDELINES

The FSI should be an extension of Parliament's advertising. It should clearly communicate the 2 coupons, with a strong call to action.

2045573770

LOGISTICS

- . Both coupons should allow for consumer name generation.
- . Let's investigate front and back page positionings --
What are the cost implications?
- . Reprints for the FSI will be required using the same
layout we worked up for the towel and Mazda FSI's. (Copy
on the back of the actual FSI.)

DUE DATES

Comps	w/o	7/6
A&K	w/o	8/10

Please call with any questions, or to further discuss.

cc: M. Antonoff
C. Iwatsu
S. LeVan
E. Merlo
J. Spector
B. Trach

BSB:
D. Breen
C. Soberg
S. Town

np67

2045573771